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September 20, 2005

Via Electronic Filing

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, S.W., TW-A325
Washington, D.C. 20554

Re: Children's Television Obligations of Digital Television Broadcasters, MM Docket No. 00-167

Dear Ms. Dortch:

Pursuant to section 1.1206 of the Commission's rules, we hereby submit this notice regarding an *ex parte* meeting in the above-referenced proceeding.

On Monday, September 19, 2005, representatives of the Children's Media Policy Coalition ("Coalition") met with Commissioner Jonathan Adelstein, Legal Advisor Rudy Brioché, and Special Assistant Dionne McNeff. Coalition members in attendance were: Gloria Tristani of the Office of Communications of the United Church of Christ; Professor Dale Kunkel of the University of Arizona via conference call; Todd Haiken of the National PTA; Marjorie Tharp of the American Academy of Pediatrics; Patti Miller of Children Now; Jeff McIntyre of the American Psychological Association; and Professor Angela Campbell, Jennifer Prime, Adam Lusthaus, and John Kosmidis of the Institute for Public Representation at Georgetown University Law Center.

The Coalition discussed its Opposition to the Petitions for Reconsideration filed in the above-referenced proceeding. The Coalition members also discussed possible court review related to the Commission's September 9, 2004 Order.

The Coalition gave Commissioner Adelstein, Mr. Brioché, and Ms. McNeff a draft article by Professor Campbell detailing the extensive use of character marketing to children, examples of host-selling on program websites, and a preliminary 2004 study by Pauline M. Ippolito showing

the substantial increase in program promotions on television over the past thirty years. These documents are attached to this filing.

In accordance with the Commission's rules, this *ex parte* notice is being filed electronically in the above-referenced docket. If you have any questions regarding this filing, please do not hesitate to contact me at (202) 662-9543.

Respectfully Submitted,

/s/ Jennifer Prime

Jennifer Prime

Attachments

CC:
Commissioner Jonathan Adelstein
Rudy Brioché
Dionne McNeff